

## **Title:** Information Seeking Behavior by Smoking Status and Intention to Quit Smoking

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### **Research questions:**

#### *Examples*

Smokers differ from non-smokers on a variety of socio-demographic factors. Such factors are likely to influence media exposure and use of different communication channels (e.g. Internet, phone, mail), which has implications for the delivery of effective tobacco control campaigns.

Additionally, variations in intention to quit will exist among people who prefer to get health information from different sources. For example, people who prefer the Internet may be more likely to intend to quit than those who prefer other channels, making the Internet an important way to reach these smokers)

### **Study description/rationale:**

This paper will examine the relationships between information seeking and smoking status and information seeking and intention to quit smoking cigarettes. The effects of other potential risk factors of intention to quit, such as measures of smoking behavior, having a usual source of health care, physician visits, family history of cancer, cancer knowledge and worry, other health behaviors, general health status, risk perceptions, and beliefs about smoking will be examined and controlled for if necessary.

### **Variable list:**

#### *Dependent variable*

Smoking status(current every day, current smoke days, former, and never smoker)  
(TU-1, TU-2);  
Cigarettes per day (TU-3, TU-4, TU-7)  
Time since quit for former smokers (TU-6)  
Intention to quit smoking (TU-5)

#### *Independent variables*

Information seeking (HC-9, HC-10)  
Media exposure (HC- )  
Reasons for use of light/low-tar cigarettes (TU-11)  
Interest in trying new cigarettes (TU-12)  
Use of new types of cigarettes (TU-13)  
Use of new types of smokeless tobacco products (TU-14)  
Having usual source of care and doctor visits (HC-1, HC-3)

Other health behaviors (fruit and vegetable consumption, exercise) (FV-1, FV-2 and EX-1, EX-2)

Health status (HS-1, HS-2)

Demographics and socioeconomic characteristics (age, gender, race-ethnicity, education, income, insurance) (HE-13, HE-14, DM-4, DM-5, DM-6, DM-7, HS-5)

**Method of analysis:**

Descriptive statistics and multivariable methods (linear/logistic regression and analysis of variance/co-variance; contingency table analysis, correlations, and t-tests in the special case of two variables) where appropriate given the mathematical characteristics of the variables involved. Nonparametric techniques will also be used where appropriate.

**References:****Targeted journal:**

Tobacco Control  
Nicotine and Tobacco Research  
American Journal of Public Health